

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A machine-implemented method
2 comprising:

3 a) accepting search query information including a
4 word;
5 b) determining one or more words related to the word
6 included in the accepted search query;
7 c) generating an item request including
8 i) the word included in the accepted search
9 query, and
10 ii) the one or more words determined to be
11 related to the word included in the accepted
12 search query;
13 d) retrieving items using the item request; and
14 e) applying each of the retrieved items to a
15 performance threshold to generate a set of filtered
16 items, wherein the performance of any items retrieved
17 on the basis of the one or more words determined to be
18 related to the word included in the accepted search
19 query is applied to a higher performance threshold
20 than the performance threshold used for any items
21 retrieved on the basis of the word included in the
22 accepted search query; and
23 f) sending at least some of the filtered items
24 towards a client device for rendering.

1 Claim 2 (currently amended): The machine-implemented
2 method of claim 1 wherein the act of applying each of the
3 retrieved items to a performance threshold includes

4 adjusting the performance threshold for any items retrieved
5 on the basis of the one or more words determined to be
6 related to the word included in the accepted search query.

1 Claim 3 (currently amended) : The machine-implemented
2 method of claim 2 wherein the act of adjusting the
3 performance threshold includes multiplying a first
4 performance threshold by a multiplier that is greater than
5 one.

1 Claim 4 (currently amended) : The machine-implemented
2 method of claim 3 further comprising:
3 g£) updating the multiplier using performance
4 information.

1 Claim 5 (currently amended) : The machine-implemented
2 method of claim 4 wherein the items are ads.

1 Claim 6 (currently amended) : The machine-implemented
2 method of claim 5 wherein the performance information
3 includes ad selection information.

1 Claim 7 (currently amended) : The machine-implemented
2 method of claim 5 wherein the performance information
3 includes ad conversion information.

1 Claim 8 (currently amended) : A machine-implemented
2 method comprising:
3 a) accepting search query information;
4 b) determining relevant items using the search query
5 information and item targeting information, wherein

6 the act of determining each relevant item includes
7 associating the items with a confidence measure; and
8 c) applying each of the relevant items to a
9 performance threshold to generate a set of filtered
10 items, wherein for a given item, the performance
11 threshold is a function of the confidence measure
12 associated with the determination of relevance of the
13 item; and
14 d) sending at least some of the filtered items
15 towards a client device for rendering.

1 Claim 9 (currently amended): The machine-implemented
2 method of claim 8 wherein the performance threshold
3 increases as the confidence measure decreases.

1 Claim 10 (currently amended): The machine-implemented
2 method of claim 8 wherein the performance threshold
3 decreases as the confidence measure increases.

1 Claim 11 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the
3 performance threshold is an ad selection rate threshold
4 value.

1 Claim 12 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the performance threshold is an ad selection rate threshold
4 value.

1 Claim 13 (currently amended): The machine-implemented
2 method of claim 9 wherein the item is an ad and wherein the

3 performance threshold is an ad conversion rate threshold
4 value.

1 Claim 14 (currently amended): The machine-implemented
2 method of claim 10 wherein the item is an ad and wherein
3 the performance threshold is an ad conversion rate
4 threshold value.

1 Claim 15 (currently amended): The machine-implemented
2 method of claim 8 wherein the act of determining relevant
3 items uses the search query information, item targeting
4 information, and at least one match function, and wherein
5 the confidence measure is determined based on the at least
6 one match function used in the act of determining relevant
7 items.

1 Claim 16 (currently amended): The machine-implemented
2 method of claim 15 wherein the performance threshold
3 increases as the confidence measure decreases.

1 Claim 17 (currently amended): The machine-implemented
2 method of claim 15 wherein the performance threshold
3 decreases as the confidence measure increases.

1 Claim 18 (currently amended): The machine-implemented
2 method of claim 16 wherein the item is an ad and wherein
3 the performance threshold is an ad selection rate threshold
4 value.

1 Claim 19 (currently amended): The machine-implemented
2 method of claim 17 wherein the item is an ad and wherein

3 the performance threshold is an ad selection rate threshold
4 value.

1 Claim 20 (currently amended): The machine-implemented
2 method of claim 16 wherein the item is an ad and wherein
3 the performance threshold is an ad conversion rate
4 threshold value.

1 Claim 21 (currently amended): The machine-implemented
2 method of claim 17 wherein the item is an ad and wherein
3 the performance threshold is an ad conversion rate
4 threshold value.

1 Claim 22 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information
3 including a word;
4 b) means for determining one or more words related to
5 the word included in the accepted search query;
6 c) means for generating an item request including
7 i) the word included in the accepted search
8 query, and
9 ii) the one or more words determined to be
10 related to the word included in the accepted
11 search query;
12 d) means for retrieving items using the item request;
13 and
14 e) means for applying each of the retrieved items to
15 a performance threshold to generate a set of filtered
16 items, wherein the performance of any items retrieved
17 on the basis of the one or more words determined to be
18 related to the word included in the accepted search
19 query is applied to a higher performance threshold

20 than the performance threshold used for any items
21 retrieved on the basis of the word included in the
22 accepted search query; and
23 f) means for sending at least some of the filtered
24 items towards a client device for rendering.

1 Claim 23 (original): The apparatus of claim 22 wherein the
2 means for applying each of the retrieved items to a
3 performance threshold include means for adjusting the
4 performance threshold for any items retrieved on the basis
5 of the one or more words determined to be related to the
6 word included in the accepted search query.

1 Claim 24 (original): The apparatus of claim 23 wherein the
2 means for adjusting the performance threshold include means
3 for multiplying a first performance threshold by a
4 multiplier that is greater than one.

1 Claim 25 (currently amended): The apparatus of claim 24
2 further comprising:
3 g) means for updating the multiplier using
4 performance information.

1 Claim 26 (original): The apparatus of claim 25 wherein the
2 items are ads.

1 Claim 27 (original): The apparatus of claim 26 wherein the
2 performance information includes ad selection information.

1 Claim 28 (original): The apparatus of claim 26 wherein the
2 performance information includes ad conversion information.

1 Claim 29 (currently amended): Apparatus comprising:
2 a) an input for accepting search query information;
3 b) means for determining relevant items using the
4 search query information and item targeting
5 information and for associating the items with a
6 confidence measure; and
7 c) means for applying each of the relevant items to a
8 performance threshold to generate a set of filtered
9 items, wherein for a given item, the performance
10 threshold is a function of the confidence measure
11 associated with the determination of relevance of the
12 item; and
13 d) means for sending at least some of the filtered
14 items towards a client device for rendering.

1 Claim 30 (original): The apparatus of claim 29 wherein the
2 performance threshold increases as the confidence measure
3 decreases.

1 Claim 31 (original): The apparatus of claim 29 wherein the
2 performance threshold decreases as the confidence measure
3 increases.

1 Claim 32 (original): The apparatus of claim 30 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad selection rate threshold value.

1 Claim 33 (original): The apparatus of claim 31 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad selection rate threshold value.

1 Claim 34 (original): The apparatus of claim 30 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad conversion rate threshold value.

1 Claim 35 (original): The apparatus of claim 31 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad conversion rate threshold value.

1 Claim 36 (original): The apparatus of claim 29 wherein the
2 means for determining relevant items use the search query
3 information, item targeting information, and at least one
4 match function, and wherein the confidence measure is
5 determined based on the at least one match function used by
6 the means for determining relevant items.

1 Claim 37 (original): The apparatus of claim 36 wherein the
2 performance threshold increases as the confidence measure
3 decreases.

1 Claim 38 (original): The apparatus of claim 36 wherein the
2 performance threshold decreases as the confidence measure
3 increases.

1 Claim 39 (original): The apparatus of claim 37 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad selection rate threshold value.

1 Claim 40 (original): The apparatus of claim 38 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad selection rate threshold value.

1 Claim 41 (original): The apparatus of claim 37 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad conversion rate threshold value.

1 Claim 42 (original): The apparatus of claim 38 wherein the
2 item is an ad and wherein the performance threshold is an
3 ad conversion rate threshold value.